

# **Community Groups Survey**

## **Virginia Department of Alcoholic Beverage Control**

### **Spring 2004**

#### **Who did we Survey?**

Various community groups with a vested interest in public safety and educational initiatives of ABC were surveyed as they were in 2002. Surveys were mailed to 558 individuals on the mailing list for the Education Section of the Bureau of Law Enforcement operations. This targeted sample included Community Service Boards, Prevention Specialists, Substance Abuse Coordinators, Offices on Youth, Safe and Drug Free School Coordinators, campus police, college administrations and MADD. Responses were received from 216 individuals for a response rate of 39%, which was less than the 2002 response rate of 49%.

#### **The survey of community group constituents assesses the following:**

- Attitudes relating to the severity of drunk driving offenses and the underage purchase of alcohol and tobacco in communities.
- Perceptions regarding the primary sources of alcohol and/or tobacco for minors.
- The types of penalties that should be imposed on retailers as a result of their selling alcohol or tobacco to minors.
- The utility of the educational materials, training activities and grants offered by ABC.
- The frequency and basis for the contact that Community Groups have with ABC Enforcement.
- ABC Web site usage.
- Opinions regarding ABC stores opening on Sunday in some parts of Virginia.
- Overall satisfaction with ABC education services.

#### **Survey Highlights**

The 2004 survey results are virtually invariable in comparison with 2002 results.

#### ***Public Safety***

- Respondents indicated that both drunk driving and violations of underage drinking laws continue to be serious issues in communities across the state.
- Respondents indicated, as they did in 2002, that the primary source of alcohol for minors were friends 76%. Opinions on the sources of tobacco for minors were almost evenly split between friends (36%) and convenience/retails stores (32%) also reflective of 2002 results.
- The vast majority of respondents agreed that businesses caught selling alcohol or tobacco to minors should receive penalties. The foremost penalties for *alcohol* and *tobacco* offenses were fines (99%).

#### ***Customer Service***

- Well over half (61%) of respondents have used ABC's educational materials. Of those who have used the materials, prevention campaigns such as "None for the Road" (88%) and Fake I.D. brochures (87%) were indicated to be the most useful. The majority of respondents (107) received these materials through direct mail and at ABC conferences or training (72).

- Only a small percentage of respondents (39%) have participated in ABC training activities but found College Conference and Social Norms Marketing Training to be the most useful of the activities.
- A small percentage of respondents (37%) have regular contact with ABC agents and indicated the basis for that contact to be prevention and education issues.
- Thirty-nine percent of respondents indicated using the ABC Web site. Of those who use the Web site, the primary reasons indicated were to obtain information for training or conferences (89%) and prevention campaigns such as “None for the Road” (81%) followed by grant applications/information (71%).

#### **Satisfaction**

- Overall, respondents are somewhat to very satisfied with the educational services provided by ABC (93%).

#### **What we do well**

- 61% of respondents have at least used ABC’s education resources and materials related to the laws and responsible use of alcohol.
- ABC uses multiple methods/mediums to make education materials available to the community and constituents (i.e. mailings, Web site).
- A large number of respondents (146 out of 216) have at least applied or assisted with an ABC grant application, indicating a heightened level of awareness of the product.

#### **Areas of opportunity for improvement**

- Implement a speakers bureau made up of ABC Special Agents to address alcohol education topics. There was a high level of interest (85%) in this area.
- Market and encourage ABC training activities to include but not limited to Public Service Announcements, Videos and web casts.
- Conduct focus groups consisting of community constituents to determine the types of training and grants needed in communities.

**Community Groups Survey 2004**  
**N=216**

**NOTE:** Counts do not always equal 216 due to multiple selection options and omitted answers. Percentages are calculated based on the actual number that responded to each question.

**In your opinion, how serious is drunk driving in your community?**

	<b>2004</b>	<b>2002</b>
Very Serious	34%	35%
Somewhat Serious	58%	56%
Not very Serious	5%	6%
Not at all Serious	1%	0
Don't Know	2%	2%

**In your opinion, how serious are violations of alcoholic beverage laws, such as underage drinking, in your community?**

	<b>2004</b>	<b>2002</b>
Very Serious	46%	45%
Somewhat Serious	44%	45%
Not very Serious	8%	7%
Not at all Serious	1%	0
Don't Know	1%	3%

**In your opinion, what is the primary source of alcohol for minors?**

<b>Source</b>	<b>2004</b>	<b>2002</b>
Restaurants/Bars	1%	2%
State ABC Store	0	0
Friends	76%	65%
Convenience Stores	10%	14%
Older Sibling	2%	0
Parents	4%	9%
Other Relatives	0	0
Don't Know	7%	10%

**Which of these penalties should businesses receive for selling alcohol to minors?**

<b>Penalty</b>	<b>2004</b>		<b>2002</b>	
	<b>Yes</b>	<b>No</b>	<b>Yes</b>	<b>No</b>
Receive a fine	99%	1%	96%	4%
Revoke alcohol license	70%	30%	87%	13%
Suspend alcohol license	89%	11%	66%	34%
Publish penalties in newspaper	88%	12%	84%	16%
Receive no penalty	1%	99%	0	0

**In your opinion, how serious are violations of underage purchase of tobacco in your community?**

<b>Responses</b>	<b>2004</b>	<b>2002</b>
Very Serious	32%	40%
Somewhat Serious	44%	38%
Not very Serious	12%	13%
Not at all Serious	4%	3%
Don't Know	8%	6%

**In your opinion, what is the primary source of tobacco for underage persons?**

<b>Responses</b>	<b>2004</b>	<b>2002</b>
Convenience/Retail Stores	32%	42%
Relatives or Siblings	14%	15%
Friends	36%	28%
Don't Know	17%	14%

**Which of these penalties should businesses receive for selling tobacco to minors?**

	<b>2004</b>		<b>2002</b>	
	<b>Yes</b>	<b>No</b>	<b>Yes</b>	<b>No</b>
Receive a fine	99%	1%	99%	1%
Have penalties published in newspaper	85%	14%	90%	10%
Receive no penalty	0	100%	2%	98%

**ABC provides educational materials for community groups related to alcohol laws and responsible use. Have you ever used any of these educational materials?**

	<b>2004</b>	<b>2002</b>
Yes	61%	59%
No	39%	41%

**How useful were the following educational materials?**

	<b>Very Useful</b>		<b>Somewhat Useful</b>		<b>Not at all Useful</b>		<b>Did not use</b>	
	<b>2004</b>	<b>2002</b>	<b>2004</b>	<b>2002</b>	<b>2004</b>	<b>2002</b>	<b>2004</b>	<b>2002</b>
Brochures about the consequences of using fake I.D. to buy alcohol	46%	58%	41%	32%	0	0	13%	10%
Publication for parents about how to talk to children about alcohol	36%	49%	41%	29%	3%	1%	20%	20%
Information for adults/parents about alcohol laws in Virginia	46%	53%	32%	31%	4%	5%	17%	11%
Information for teens about alcohol laws in Virginia	48%	64%	33%	28%	3%	2%	15%	6%
Prevention campaigns, i.e. None for the Road	42%	40%	46%	35%	1%	5%	11%	20%
Drunk Driving laws and statistics	44%	49%	41%	32%	1%	6%	14%	14%

**Which of the following methods have you used to obtain educational materials from ABC?**

	<b>2004</b>	<b>2002</b>
	<b>Count</b>	<b>Count</b>
Directly mailed to you	107	78
Picked up at an ABC store	28	8
Obtained at a community event	41	31
Provided by an ABC Agent	36	3
Obtained at an ABC conference or training	72	57
The ABC Web site	44	24

**Are you aware of our toll free telephone number (1-800-552-3200) to confidentially report suspected violations of ABC laws?**

	<b>2004</b>
Yes	27%
No	73%

**ABC provides training for community groups on alcohol laws and responsible use. Have you ever participated in ABC training activities?**

	<b>2004</b>	<b>2002</b>
<b>Count</b>		
Yes	84	53
No	129	105

**Of the ABC training activities that you have participated in, how useful did you find them?**

	<b>Very Useful</b>		<b>Somewhat Useful</b>		<b>Not at all Useful</b>		<b>Did not use</b>	
	<b>2004</b>	<b>2002</b>	<b>2004</b>	<b>2002</b>	<b>2004</b>	<b>2002</b>	<b>2004</b>	<b>2002</b>
<b>Count</b>								
Environmental prevention strategies	26	18	22	13	2	0	28	16
Grant writing	29	15	13	13	1	2	38	19
Coalition building	27	17	22	14	1	1	28	15
Program evaluation	26	11	21	13	4	2	27	17
Social norms marketing training	37	17	21	12	2	3	20	13
College conference	42	14	13	5	1	3	21	21
YADAPP-Youth Alcohol & Drug Abuse Prevention Program	22	29	13	10	0	0	47	10

**ABC provides various grants for community groups. Have you applied or assisted with a grant application to ABC in any of the following categories?**

	<b>2004</b>	<b>2002</b>
	<b>Count</b>	<b>Count</b>
Community Coalition Grants	45	25
Operation Undergrad/ Enforcement Grants	37	14
College Partnership Grants	30	N/A
Social Norms Marketing Grants	34	14

**On average, how often do you have contact with ABC Special Agents either by telephone, through personal contact or email?**

	<b>2004</b>	<b>2002</b>
Weekly	1%	1%
Monthly	5%	5%
Quarterly	7%	6%
Quarterly to Annually	N/A	20%
Semi-Annually	9%	N/A
Annually	15%	N/A
No Contact	63%	68%

**Which of the following were reasons for contact with ABC Special Agents?**

	<b>2004</b>	<b>2002</b>
	<b>Count</b>	<b>Count</b>
Prevention and education issues	64	43
Underage buyer issues	25	18
Grant planning or applications	25	10
Community coalition participant	28	19

**What is your level or interest in ABC Special Agents conducting a speaker's bureau to address various alcohol education topics?**

	<b>2004</b>
Very Interested	34%
Somewhat Interested	51%
Not too Interested	9%
Not at all Interested	2%
Don't Know	3%

**Have you ever used the ABC Web site [www.abc.state.va.us](http://www.abc.state.va.us) to obtain information?**

	<b>2004</b>
Yes	39%
No	61%

**What information have you accessed using the ABC Web site?**

	<b>2004</b>		<b>2002</b>	
	<b>Yes</b>	<b>No</b>	<b>Yes</b>	<b>No</b>
Reporting ABC violations	2%	98%	N/A	N/A
Press release archives	27%	73%	6%	94%
Product, sales and/or revenue information	25%	75%	4%	96%
Licensee information	24%	76%	4%	96%
ABC Annual Report	20%	80%	9%	91%
Tools and education on responsible selling & serving	53%	47%	13%	87%
Grant application or information	71%	29%	15%	85%
Agency contact information	62%	38%	15%	85%
Training or conference information	89%	11%	21%	79%
Prevention Campaigns, i.e. None for the Road	81%	19%	20%	80%

**The Department is planning to open ABC stores on Sunday in some parts of the state. How good of an idea is this?**

	<b>2004</b>
Very Good Idea	5%
Good Idea	21%
Bad Idea	23%
Very Bad Idea	33%
Don't Know	17%

**Overall, how satisfied are you with the educational services provided by ABC?**

	<b>2004</b>
Very Satisfied	36%
Somewhat Satisfied	57%
Somewhat Dissatisfied	7%
Very Dissatisfied	0

**What professional category best describes your organization?**

<b>Category</b>	<b>2004</b>	<b>2002</b>
	<b>Count</b>	
Law Enforcement	12	15
School System or Educator	61	77
Community Leader/Representative	4	11
College/University	89	10
Prevention Professional	29	43
Other	13	9

The "other" category consists of representatives from: Youth & Human Services; Behavioral Health Professionals; Community Mental Health Center; Treatment/Outpatient Services; Community Service Boards; State Agencies and MADD.

## 2004 Community Groups Survey Comments

- ABC resources need to be advertised so others know more about you.
- We participated in "Project Sticker Shock"-Excellent!
- Within the past 5-8 years, the prevention programming from ABC has been phenomenal!
- I have always been impressed with quality of conferences-have been to Richmond 2X and Smith Mt. Lake 1X-Our health education went to Richmond also. Also, I have had good experiences with the agents, they are good educators.
- Senior Special Agent William L. Goodman is a skilled professional and most valued resource. It is a pleasure working with your staff. Thank You.
- While I personally, have not used various ABC Training Services, (see above), I am sure my staff have.
- I do not know what college/university law enforcement would do without you all. Thank You!
- Have had little if any contact with Education Dept since staff changes after the most recent college conference-survey based on period prior to that.
- I really like the ideas about publishing names of stores who sell to minors in the newspapers.
- Keep up the good work.
- Legal drinking age should be changed to 18. The 21-age is not respected and prevents University Administrative faculty from attending student social events. How can we justify 21 legal age when soldiers under 21 can be shot in war but not come home and drink a beer legally? It makes no sense.
- Questions 1&2 are not clear whether it is a being asked how serious a problem alcohol violations are or how seriously the violations are treated.
- No sales on Sunday-The courts need to require those convicted of traffic-related violations brought on alcohol abuse to receive mandated long-term counseling.
- Kudos to you regarding the grants you offer.
- Kegs should have id numbers so persons who originally purchased it can be tracked and held responsible if necessary.
- I had no previous knowledge of ABC resources and I work with 40 Health and PE staff. Please get a list of H/PE contacts and mail us samples or provide all information at the ABC stores.
- I am ashamed that I didn't think to use these resources earlier- for my own sons who dabbled in substance abuse.
- We did TIPS training through ABC.
- Hunan Restaurant in Lexington allows underage sorority parties and serves all students as much as they want in alcoholic beverages. This has gone on for years. They also regularly serve VMI underage cadets.
- Parents are the key to prevention and intervention. The state should hold them accountable.
- Please fund social norms projects! (High School and College/Community)
- Keep up the good efforts.
- I have been very pleased with efforts directed to College Age students. Our ABC Agent Chris Goodman is doing an outstanding job! Please convey this to him.
- Re: questions 4 & 7-would recommend graduated system of fines and suspensions.



- More information needed in under served areas-i.e. Inner city and low-income areas.
- On question #17, it would be informative to know the age appropriate level of the speaker's information.
- ABC education group does excellent job!
- Find a way to bring back the freebies for None For the Road, those items really help promote that program.
- I am aware of most publications but do not use them personally.
- I feel questions 1,2 & 5 should be worded different, how serious-there has to be another wordage.
- I am anxious to meet and work with new staff-prior staff aloof and at times very uncooperative.
- The prevention and education materials the last several years have been excellent...Keep it coming!